

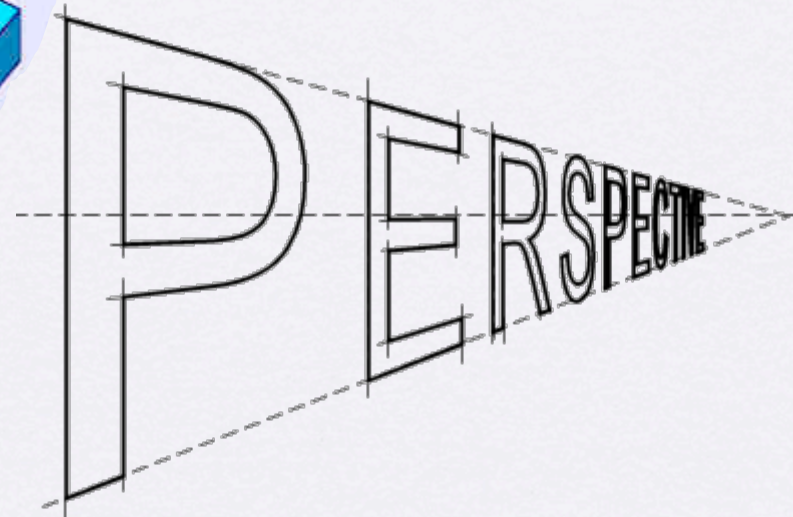
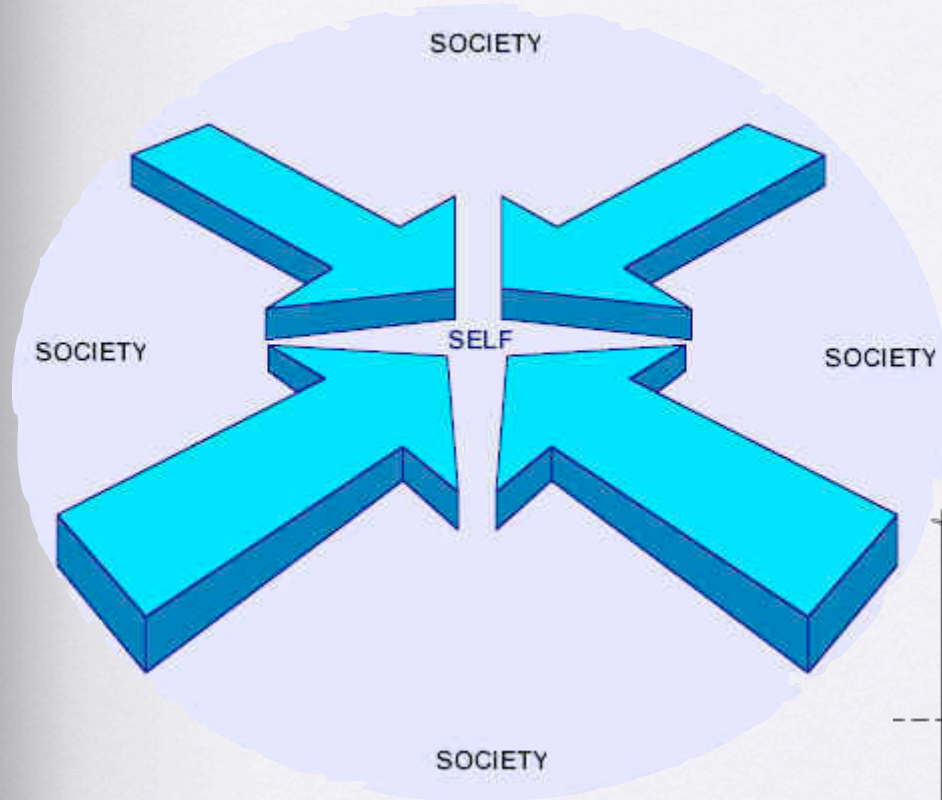
Introduction to Sociology and

Sociological Perspective

- The **sociological perspective**: How much of who we are is society within us?
- Examples:
 - Why do we think it's fine for Americans to drink cow's milk but not human milk or cow saliva or blood?
 - Why is it ok for men to go shirtless but not women?
- Most people take their view of the world for granted, as the norm or standard.
- In other words, we forget that human behavior is greatly shaped by society.
- We have both a local and a global context

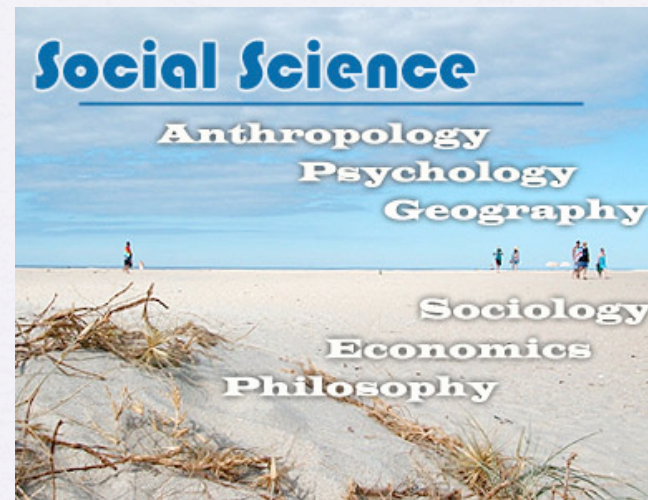


What is your sociological perspective?



The Social Sciences

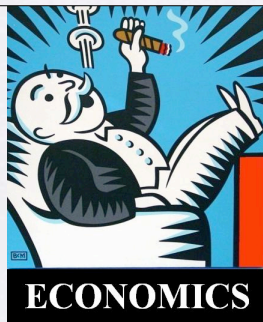
- Science: application of a systematic method to obtain knowledge
- Social science applies this concept to human behavior and relationships
- Economics, Political Science, Psychology, Sociology, and Anthropology



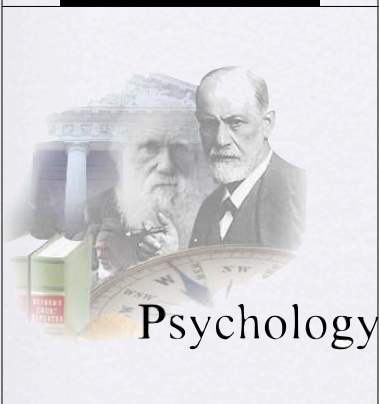
The Social Sciences



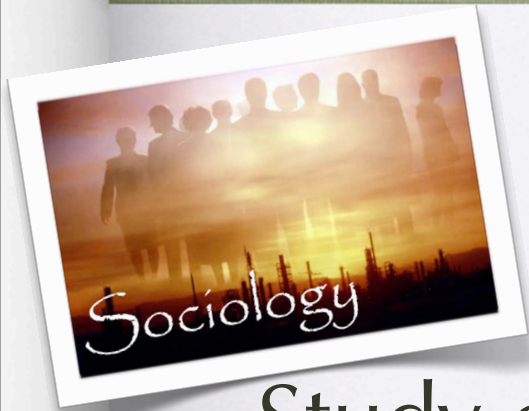
Focus on politics and government - how they are formed, operate and related to societal institutions. Focus on how people come to and keep power. Look at leadership impacts on people.



Concentrates on the single element of the distribution of goods and services on society. Look at what is produced, cost and distribution. Interested in choices that determine production and consumption



Focus on the processes that occur within the individual - called the "skin-bound organism" - primarily on mental process - examine intelligence, emotions, perception, memory, even dreams. Look at personality formation, personal adjustment and mental illness.



What is Sociology?

Study of society and human behavior

Many similarities to the others - like **anthropology** - study culture (structure, beliefs and communication). Like **economics** - they look at the distribution of goods and services - focus on inequality. Like **political science** - study how people govern and impacts on lives. Like **psychologists** - they are concerned with how people adjust and deal with the difficulties of life

Anthropology

- Most comprehensive of the social sciences
- Cultural, biological, linguistics, and archaeology
- Focus is how do all the above influence who we are?
- Examples:
 - How do words create reality?
 - How do different cultures organize family relationships?



Common Sense vs. Social Scientific Research Science

- Purpose of scientific research:
 - explain why
 - make generalizations
 - look for patterns
 - predict what will happen based on fact
- Conduct research and publish so that others may replicate
- Common sense (things everyone "knows" are true)
- Perils of research: not all human behavior is harmless, and often people want to keep things secret

